

X 4098.2

SAN FRANCISCO  
URBAN DESIGN  
STUDY

# EXTERNAL FORM & IMAGE STUDY

REPORT 2

## FORM DEVELOPMENT RECOMMENDATIONS

OKAMOTO | LISKAMM  
PLANNERS & ARCHITECTS AIA  
SAN FRANCISCO



X 4098:2  
ENVI

November 9, 1970

Mr. Allan B. Jacobs  
Director of Planning  
San Francisco Department of City Planning  
100 Larkin Street  
San Francisco, California

Dear Mr. Jacobs:

We are pleased to submit External Form and Image Study, Report 2: Form Development Recommendations. This report contains general and specific recommendations, a suggested approach for preserving and enhancing San Francisco's visual image. In this respect it is intended as a working tool for preparing the final urban design plan.

We have enjoyed having the opportunity to contribute to the San Francisco Urban Design Study.

Sincerely,

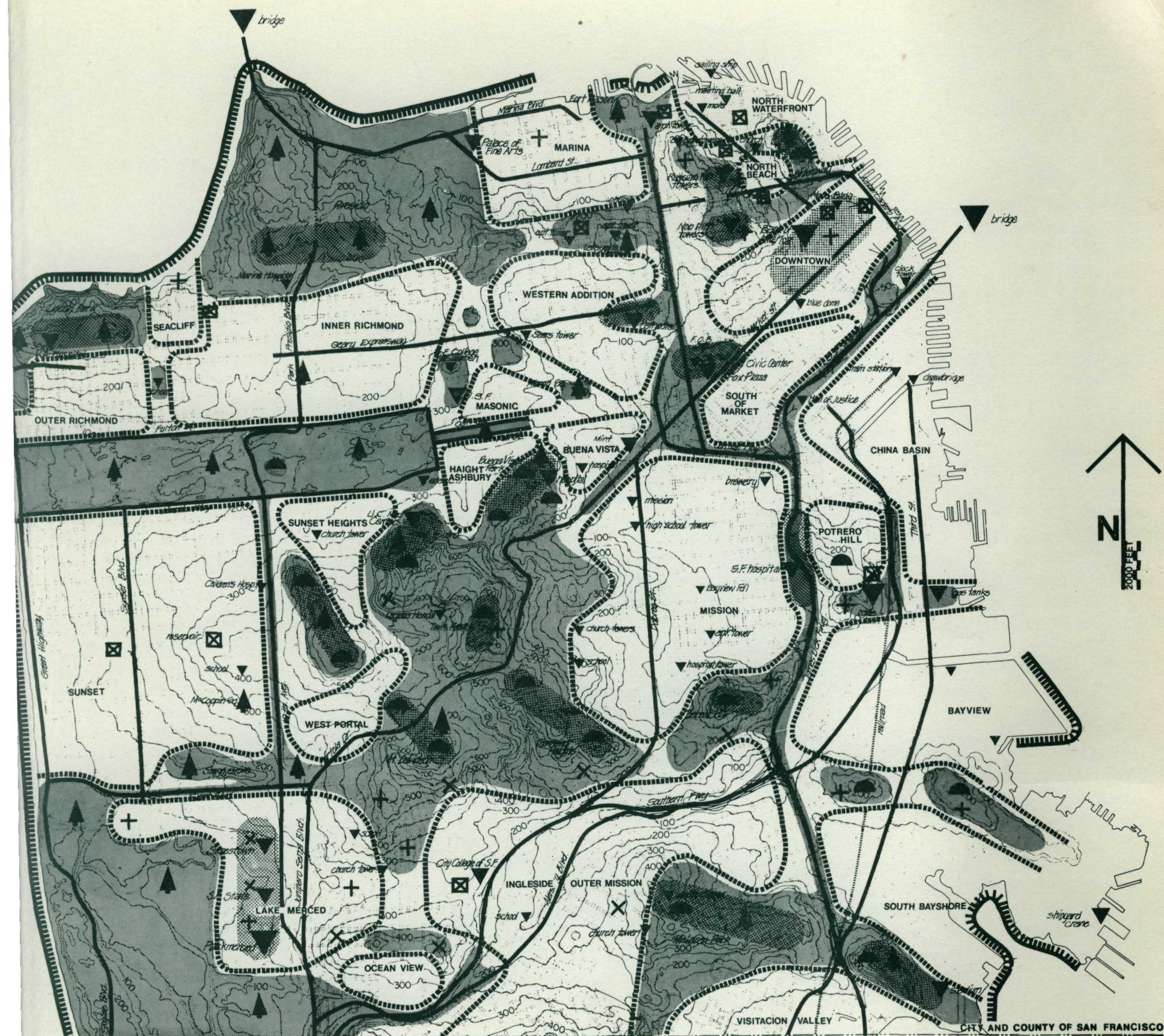
OKAMOTO/LISKAMM, INC.

*Rai Y. Okamoto*

Rai Y. Okamoto  
President and Chief Executive Officer

RYO/adebr





## **VISUAL DISTRICTS & PARTS OF A VISUAL FRAMEWORK & SUMMARY MAP OF VISUAL ELEMENTS OF CITY FORM**

- |                                                                                                                                                             |                                                                                     |                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <p>☒ DISRUPTIVE BUILDING SITUATION</p> <p>✕ INAPPROPRIATE DEVELOPMENT PATTERN</p> <p>⊕ APPROPRIATE DEVELOPMENT PATTERN</p> <p>— VISUALLY PROMINENT ROAD</p> | <p>🌊 NATURAL SHORELINE</p> <p>⬆️ UNDEVELOPED HILL</p> <p>🌲 PROMINENT TREE STAND</p> | <p>⬆️ CITY WIDE LANDMARK</p> <p>⬇️ DISTRICT LANDMARK</p> <p>⬇️ LOCAL LANDMARK</p> <p>🌫️ FOCAL AREA</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|

visually prominent over a wide area of the city  
visually prominent between adjacent view districts  
visually prominent within a view district  
area of visual attention

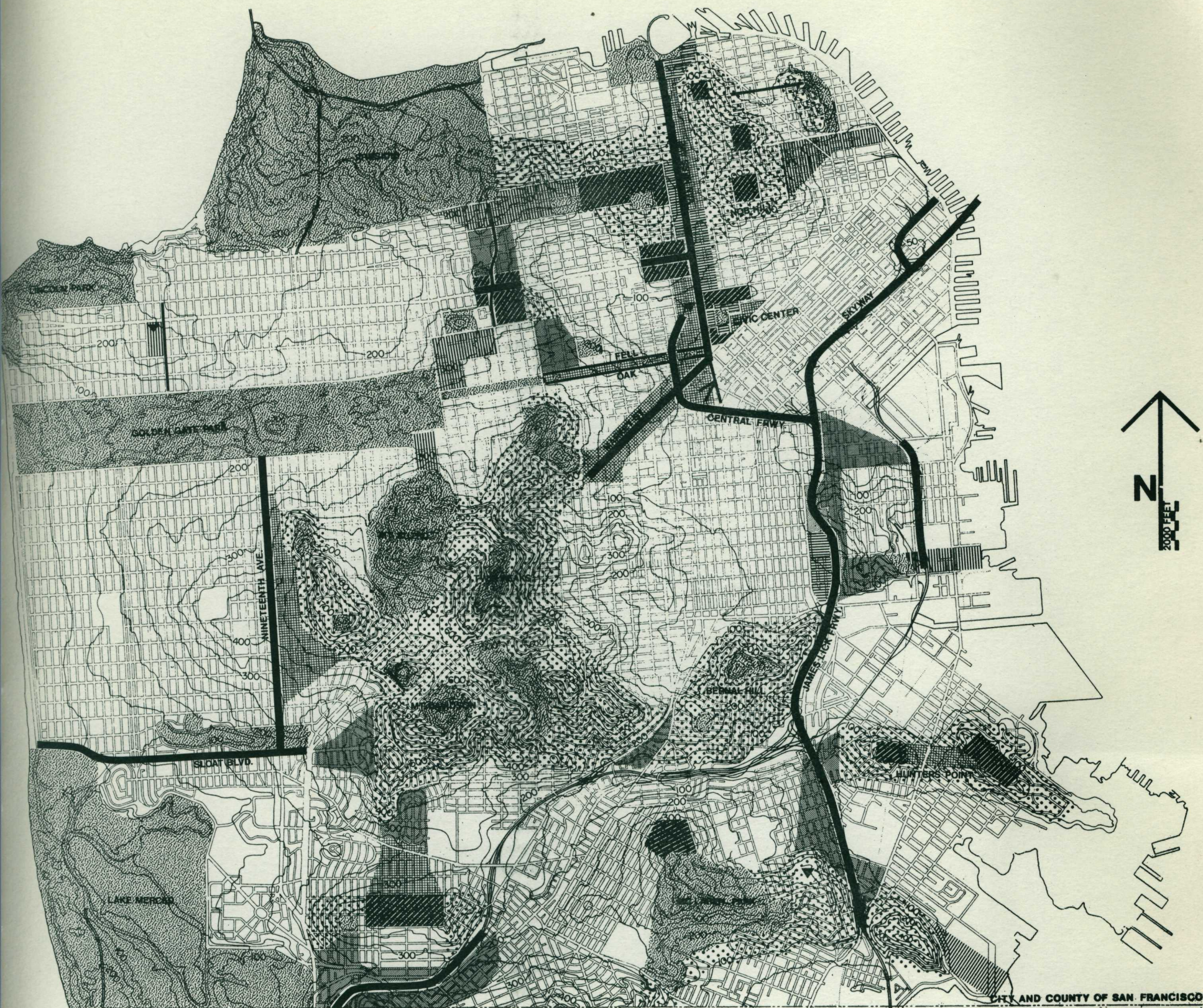




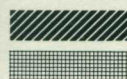
## VISUAL DISTRICTS & VISUAL FRAMEWORK

CITY AND COUNTY OF SAN FRANCISCO  
SAN MATEO COUNTY





## ACTION AREAS FOR REINFORCEMENT OF A VISUAL FRAMEWORK



VERTICAL  
DEVELOPMENT AREA  
CHANGE OF CHARACTER OF DEVELOPMENT  
TO INCREASE IMAGEABILITY

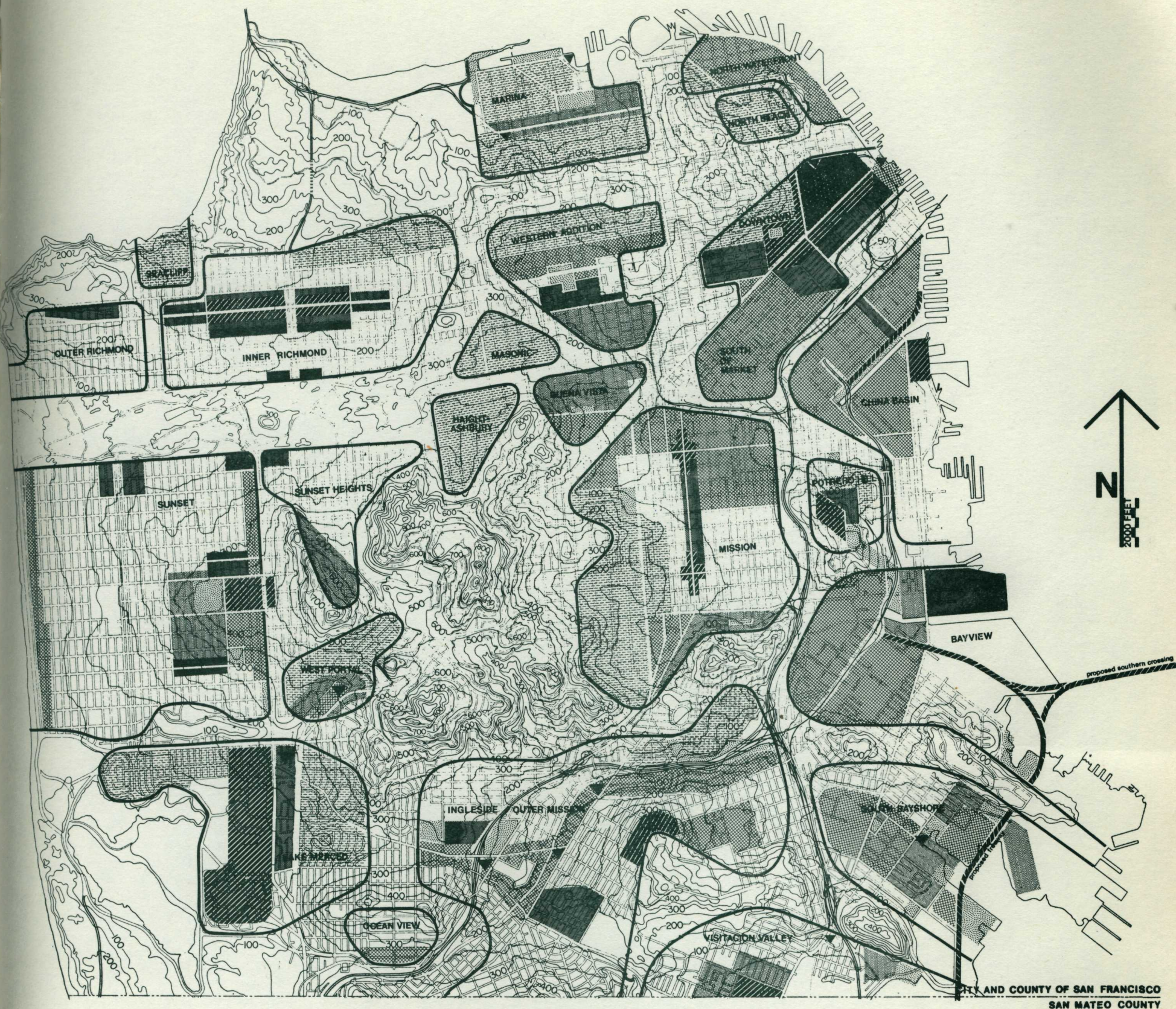


PRESERVATION OF EXISTING  
CHARACTER OF DEVELOPMENT  
MAXIMUM LANDSCAPING  
IN DEVELOPED AREA  
VISUALLY PROMINENT  
PATHWAY

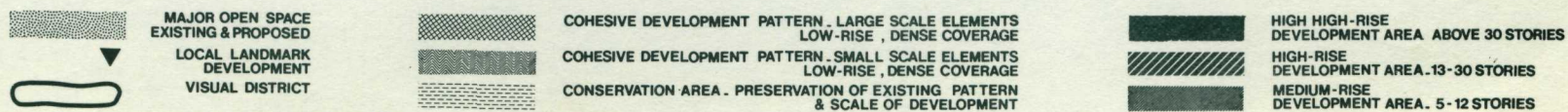


PRESERVATION & REINFORCEMENT  
OF TOPOGRAPHIC CONDITION  
PRESERVATION OF MAJOR  
NATURAL OPEN SPACES  
LANDMARK

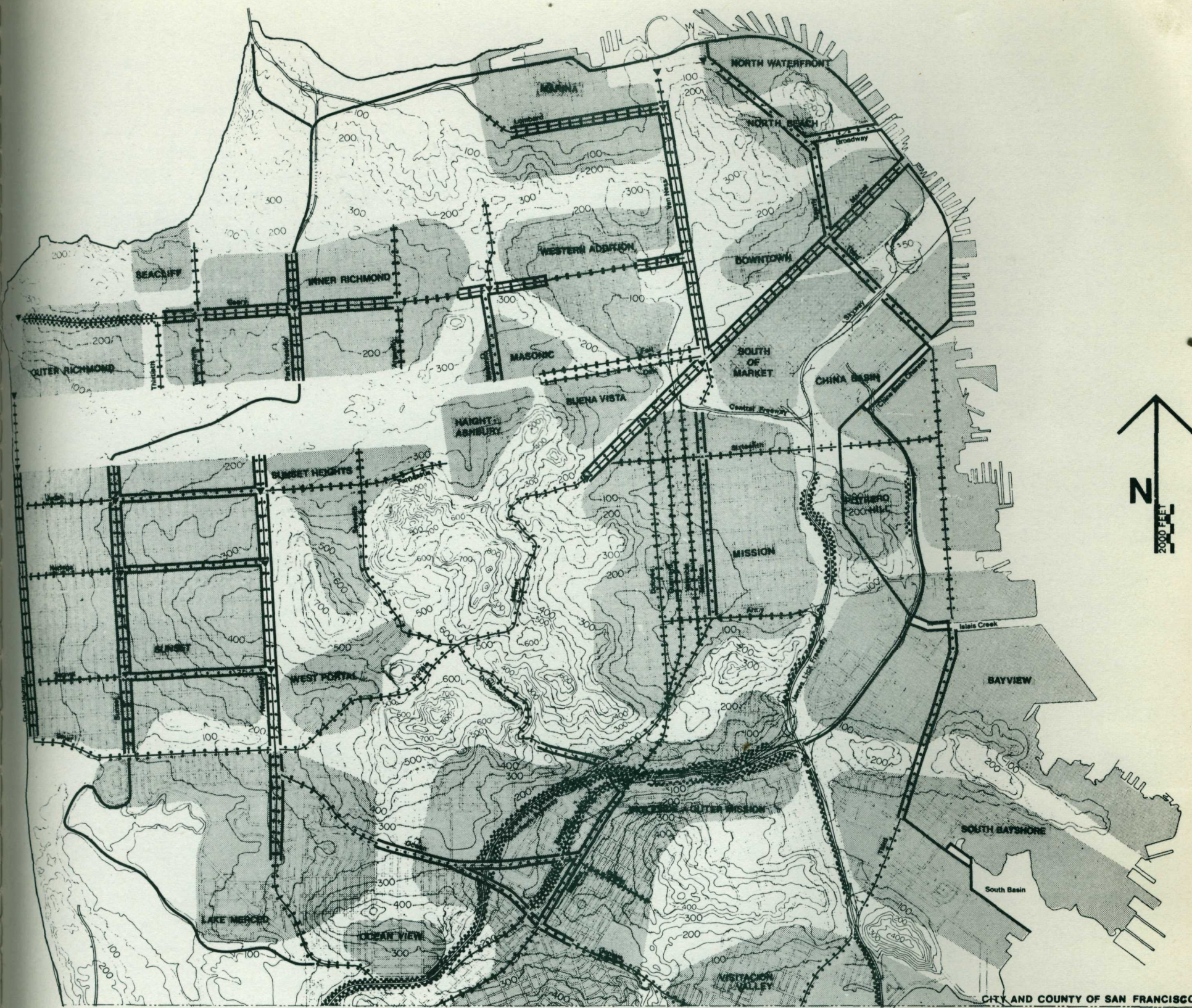




## ACTION AREAS WITHIN VISUAL DISTRICTS





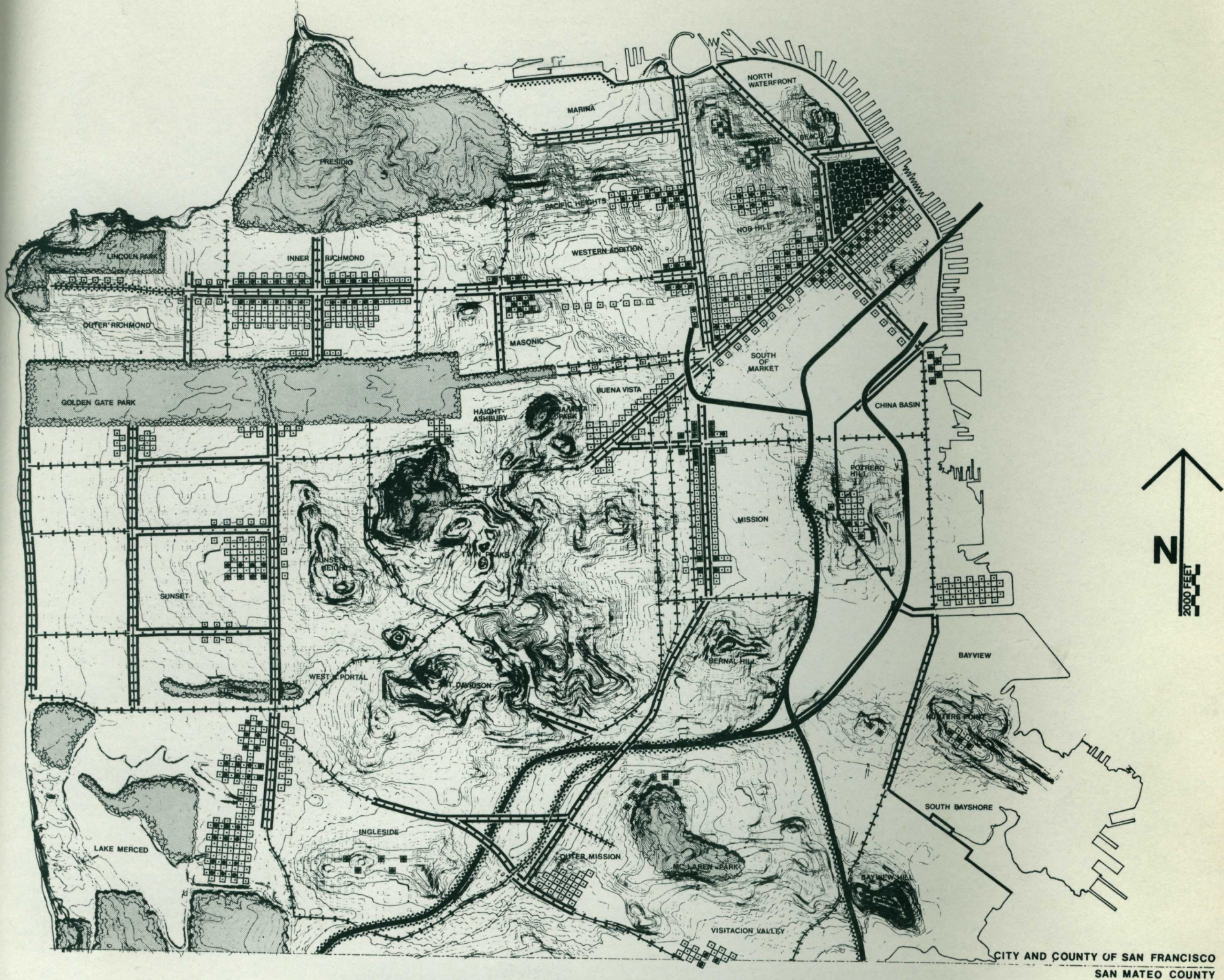


CITY AND COUNTY OF SAN FRANCISCO  
SAN MATEO COUNTY

## VISUAL DISTRICTS & VISUAL STRUCTURE OF MAJOR PATHWAYS

- |  |                     |  |                     |
|--|---------------------|--|---------------------|
|  | PRINCIPAL BOULEVARD |  | LANDSCAPED ARTERIAL |
|  | URBAN BOULEVARD     |  | BUFFERED ROADWAY    |
|  | VISUAL DISTRICT     |  | TRAIL               |
|  |                     |  | PATHWAY LANDMARK    |







X 4098

Cat  
Dog  
ENV/

SAN FRANCISCO  
URBAN DESIGN  
STUDY

# EXTERNAL FORM & IMAGE STUDY

## REPORT **1** DESIGN ANALYSIS OF THE EXISTING EXTERNAL FORM & IMAGE

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SAN FRANCISCO

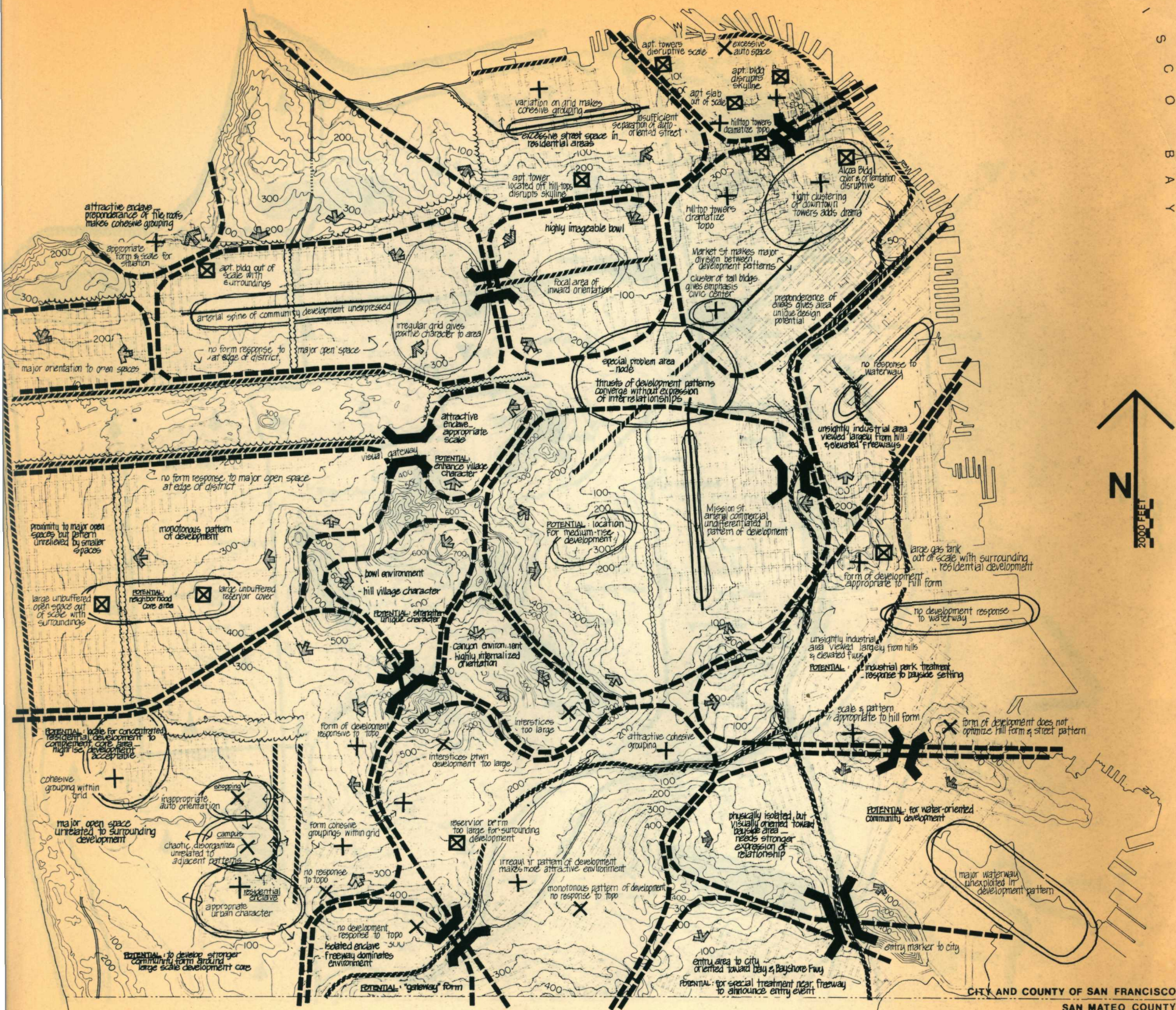




- area from which there are continuous panoramic views.
- framed views of major topographic forms or significant city-scale elements are continuous along the channel.
- area of high visibility from surrounding vantage points and areas defined by major adjacent hills.

- \* **PANORAMA POINTS** - public open areas from which views greater than 180°
- ↗ **VISTA POINTS** - a point from which there are major views under 180° available.
- \* **PANORAMIC BLDG. VIEWS** - groups of bldgs from which there are major panoramic views





## VISUAL PROBLEMS AND POTENTIALS



**VISUALLY PROMINENT ROAD**  
**VISUAL GATEWAY**  
**LARGE SCALE LANDSCAPING**



**DISRUPTIVE BUILDING SITUATION**  
**INAPPROPRIATE DEVELOPMENT PATTERN**  
**APPROPRIATE DEVELOPMENT PATTERN**



**VISUALLY COHESIVE AREA**  
**VISUAL ORIENTATION**  
**AREA OF ATTENTION**



CITY AND COUNTY OF SAN FRANCISCO  
SAN MATEO COUNTY

## SUMMARY MAP OF VISUAL ELEMENTS OF CITY FORM

- |                                     |                        |                      |
|-------------------------------------|------------------------|----------------------|
| ☒ DISRUPTIVE BUILDING SITUATION     | ▬ NATURAL SHORELINE    | ▼ CITY WIDE LANDMARK |
| ✕ INAPPROPRIATE DEVELOPMENT PATTERN | ▲ UNDEVELOPED HILL     | ▼ DISTRICT LANDMARK  |
| ✚ APPROPRIATE DEVELOPMENT PATTERN   | ▲ PROMINENT TREE STAND | ▼ LOCAL LANDMARK     |
| — VISUALLY PROMINENT ROAD           |                        | ▨ FOCAL AREA         |

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